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Sakura Cherry Blossoms: Ways to Appreciate the Shades of Spring

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16



This issue features sakura (cherry blossom) that a been enjoyed by Japanese people for centuries and is deeply embedded in their culture. Learn how they appreciate this symbolic flower of Spring.

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**Sakura Cherry Blossoms:
Ways to Appreciate the Shades of Spring**

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Sakura and Japan:

Increase your enjoyment of cherry blossoms by learning how Japanese appreciate them

Sakura (cherry blossoms) and Japanese people are inseparable. In Japan, people have special feelings toward the blossoms and enjoy them in many more ways than Americans do. For example, in America, people usually admire cherry blossoms in full bloom, but Japanese appreciate every moment of the sakura lifespan. To better understand how people enjoy cherry blossoms in Japan, Chopsticks NY chatted with Mr. Koji Hayashi, Director of Saito Sakura Gallery New York, which specializes in contemporary nihonga (Japanese-style paintings), which often incorporate sakura as a beloved motif.



There are many ways to capture sakura. Are there any specific scenes favored by nihonga artists?

In my opinion, there are many nihonga paintings that depict scenes featuring the *inochi* and *yosakura* (sakura at night). Our collection also includes such paintings, and among them, there is one recurring motif—*tsuki naka sakura*.

About Nihonga

Referred to as “Japanese painting,” nihonga is a style of painting developed in Japan that is unique in the way it uses natural pigments. The term was coined to distinguish it from Western-style paintings called *yōmei*. Stylistically and technically, nihonga is similar to the *yōmei* style developed in the Meiji period (1868 to the late twentieth century), but nihonga features a wider range of subjects.

Meaning “flower in light,” this describes sakura trees in full bloom giving off a dim light in pitch-dark night. In nihonga, such scenes often feature sakura glowing in the moonlight. Depicting the *inochi* along with sakura shares the sense of space and the moment with viewers.

Could you give some examples from the sakura pieces currently on view in your gallery?

Sakuratsuyu (Moonlit Night with Sakura) by Noriko Okawara is a good example. It captures the moment of *yosakura* (sakura with multiple layered petals and a dark bluish color) glowing in the dark under the full moon. Also, *Yosakura (Sakura at Night)* by Shin Saito uniquely depicts imaginary sakura. River water reflects the moon, suggesting the moon is shining over the sakura.

I see some differences between the ways sakura is depicted in Chinese and Japanese art. The former has more visible branches, and the latter focuses on the flowers. Is this because of a different aesthetic sense?

I might not be the right person to answer this question because I am not an expert in Chinese art, but it is true that nihonga is highly influenced by Chinese art. It is said that Japanese artists back in the older days copied Chinese

paintings. So there are many nihonga paintings that have similarities to Chinese art.

Also, a nihonga artist who specializes in sakura once told me that the most important elements for him when drawing sakura are trunks and branches. If trunks and branches are drawn inaccurately, the tree is not sakura anymore, even if its blossoms and petals are painted correctly. He said he went to sketch sakura at various times of the year, even during the winter. So what I want to say here is that sakura in nihonga are captured from many angles and are multifaceted, reflecting artists' aesthetic sensibilities and spirits.

What do you think about Japanese people's feelings toward the blossom?

There is a 1,500-year-old sakura tree whose flowers change their color from the beginning to the end of the bloom: pale pink while budding, white in full bloom, and pale gray by the time the petals begin to fall. There was a time when the tree was in danger of dying, but it was saved by the efforts of people who wanted to save it. This is just one example, but it shows how Japanese people appreciate sakura—and nature in general—with profound respect.



Sakura (Sakura at Dusk) by Shim Sato (see page 10); Sakura (Sakura) by Hideo Kikuchi (see page 11); and Sakura (Sakura) by Hideo Kikuchi (see page 12). The painting is part of the exhibition "Sakura—Contemporary Japanese Art" at the Sato Sakurazaka Museum until March 30 at Sato Sakurazaka Gallery, New York.

Sato Sakurazaka Gallery New York 501 W. 28th St. | 10th & 11th Ave. | New York, NY 10001
TEL: 212-241-2300 | www.satosakurazaka.org/english/index.html

Sakura Festivals in and around New York

There are many sakura spots in and around New York where you can enjoy the beautiful blossoms, but it's more exciting if you can join the sakura festivals that offer various cultural events. Here are some of the notable ones.

March 16-April 14 Manhattan Cherry Blossom Festival Westchester DC

During the period spanning four weeks, the Festival welcomes more than 1.5 million people to enjoy diverse programming and the trees along 59th Street. This year, the Festival commemorates the 150th anniversary of the gift of the cherry blossom trees and the enduring friendship between the United States and Japan.
www.manhattancherryblossomfestival.org
For the latest information:
www.dorcyblossomfest.com

April 7-8, 14-15 Essex County Cherry Blossom Festival Newark, NJ

With more than 4,000 sakura trees, Branch Brook Park is famous for the largest collection of sakura in the U.S. During the festival, it is hosting various events including a bike race and 10K run.
www.essexcountypark.org/food/festivals.html

April 7-15 The Sakura Cherry Blossom Festival of Greater Philadelphia Philadelphia, PA

Hosted by Japan America Society of Greater Philadelphia, the Festival features traditional and contemporary Japanese cultural events held all across town. "Sakura Sunday," the main event of the Festival will be held at Honeysuckle Center, Fairmount Park on April 15.
www.sakurafestivalpa.org

April 22 The 45th Annual Cherry Blossom Festival New Haven, CT

The festival commemorates the planting of 72 sakura trees in 1973. It attracts over 10,000 visitors with a variety of performances, activities, arts and crafts booths and vendors.
www.blossomfestival.org/nyh/cherryblossomfestival.html

April 28-29 Sakura Matsuri Brooklyn, NY

The sakura viewing festival at the Brooklyn Botanic Garden is the biggest in New York. It offers over 60 events and performances that celebrate traditional and contemporary Japanese culture and traditions.
www.bbg.org/about/bbg/sakura_matsuri_2017

May 6 Sakura Matsuri Cherry Blossom Festival Stony Brook, Long Island, NY

The festival celebrates the bloom by offering Japanese cultural exhibits, workshops, theater presentations at the Wang Center, including Japanese flower arrangement, ikebana, and koto, and live performances.
www.brooklynmuseum.org/stonybrook/sakura_matsuri
www.stonybrookmuseum.org/sakura_matsuri

Color Your Life with Sakura Items

If you have a balcony, you can plant sakura trees and enjoy their beautiful blooming every spring. However, most New York City residents do not have enough space to do this. But you can still enjoy the blissful feeling that these flowers bring, without necessarily growing sakura trees. Here we introduce items that are like that "sakura feeling" into your life, all of them available in the U.S.



Sakura-Inspired Sweets

Not only tasty but also pretty, this steamed bean cake stuffed with sakuse-colored sweet bean paste and topped with seal sakum demonstrates the dainty beauty of blossoms. It is named Oka Shigure, which literally means "cherry blossoms and scattered showers." The cracked surface of the cake echoes the image of light appearing in a slim slit between dark post-storm clouds. Enjoy a mouthful of this work of art. Offered in spring only.



Sakura Socks

You can wear your very own sakura blossoms on your feet! Designed by artist and writer Kato Williamson, THIS NIGHT brand's socks distill the essence of Japan into knit patterns. This pair of socks artfully knits elements of sakura blossoms, leaves, and branches, making your foot steps light as air while protecting your feet from chilly spring breezes.



A sweet spring-like aroma rises up to your nose upon opening the package. One sip of this green tea with saké flavor instantly transforms you to a spot under saké trees. It's available in sachets as well as loose leaf tea, but only the sachet type comes in a cork tea container.



Sakura-Colored Lip Balm

This limited-edition lip balm named Cherry Blossom was developed after being inspired by Kyoto's elegant *gissha*. It is formulated with camellia oil that has been used by *gissha* to hydrate and protect their skin for centuries. The rosy pink shade with speckles of 23-karat gold is very sophisticated. Conceived and created by San Francisco-based TATCHA and made in Kyoto.



Yukoto is a small-sized letter post that is used as a message card. With this high quality yukoto made of washi (Japanese paper) with elegant sakura pattern, you can send spring feelings and sakura sentiments to your loved ones. There are four different varieties of sakura depicted in each letter.



Tenugui with Sakura Pattern

Tenugui (Japanese cotton towels) are probably the most convenient and versatile item that can bring that sakura feeling into your life.

Sakura patterned tenugui can adorn your table as a table mat, wrap your bento box, tie your hair or be worn as a bandana, as well as be used as a towel! There are countless sakura designed tenugui, and some of them can be hung on the wall as artwork.

Photo by: Y. K. K.

Sakura Incense

You can use candles to fill your room with certain aromas, but when it comes to creating a sakura scent you better use incense made in Japan. These sakura incense sticks from the 430 year old incense company, Nippon Kodo, bring spring into your room. The left one, *Koyasagi*, features the gorgeous and lovely characters of the blossom while the right, *Osaka-Kobu Cherry Blossom*, expresses its dainty and gentle sides.

*Photo by: Y. K. K. / www.koyasagi.com and www.osakakobu.com
 Quality: 100% natural, 100% handmade, 100% Japanese
 Address: 100-0001 Tokyo, Japan / www.koyasagi.com / www.osakakobu.com*

Glass with Sakura Pattern

This glass tumbler is uniquely and daintily designed to spread one sakura pattern on the bottom into multiple patterns when seen from other angles. The sakura pattern is made of mother of pearl (shakunimitsu), and applied with urushi lacquer by using a centuries old technique that gives off multi-colored luster. When pouring drinks and taking the tumblers to your mouth, a landscape of sakura will appear in front of your eyes.

*Photo by: Y. K. K. / www.shakunimitsu.com
 Quality: 100% natural, 100% handmade, 100% Japanese
 Address: 100-0001 Tokyo, Japan / www.shakunimitsu.com*

Chopsticks Holder

About an inch wide, this chopsticks holder is small but it is enough to add some seasonal color to your table. The top right one is a simple white saleyu-shaped chopsticks holder that gives off different impressions depending on the light's direction and strength. On the top left is a sakura petal shaped one, uniquely colored in blue-green. On the left is a Kutani-yaki ceramic with an ink-wash sakura pattern on a dark blue background, representing yozakura (sakura in the night).

Photo by: Mike C. / www.mikec.com

Quality: 100% handmade, 100% Japanese

Address: 100-0001 Tokyo, Japan

Website: www.mikec.com / www.mikec.com

Sakura Colored Tableware

You can easily bring sakura's atmosphere onto your table with pink tableware. Neither sakura patterns nor blossoms are necessary, but just for a pale pink color even dark, gorgeous pink when you want to express the flower's ethereal beauty.

*Photo by: Y. K. K. / www.ykk.com
 Photo on the left: Sakurazaki, YKK
 Photo on the right: Sakura, YKK*

Teacups

These dark blue and white teacups have a pattern inside, which turns into sakura when seen from above. A simple optical illusion makes you realize that shades of pink are not the only colors that express the sakura beautifully.

Photo by: Y. K. K. / www.ykk.com

Enjoy Sakura and Local Delicacies

There are plenty of places you can enjoy beautiful sakura (cherry blossoms) in Japan, but for those of you craving immersion in a local environment, history, and food culture, here are some destinations that will satisfy your hunger.

Yoshino in Nara Prefecture is a must-visit. Approximately 30,000 sakaki trees, mostly of the *yoshinobanai* (mountain cherry tree) variety, cover Yoshinoyama (left: Yoshino), offering gorgeous views. The blooming time varies depending on the altitude of the mountain—people can therefore enjoy different phases of sakura from the beginning to the end of April. Yoshino's unparalleled landscape has attracted people for centuries, and it is known as one of the oldest sakura-viewing spots, dating back to the eleventh or twelfth centuries. Artists, poets, and poets of *waka* (Japanese poems), and Buddhist monks all appreciated Yoshino's views, and the site appears in classic novels, travelogues, and poems. While you are visiting, make sure to try the local delicacy *Yoshino Asa*, the root of the *Asa* (known in the West as "bambu") plant. *Asa* has a sturdy, jelly-like texture and is used in desserts such as *Asa-ike* (cold jelly jelly cubes with addition of syrup) and *Asa-yu* (a lightly sweetened, hot *Asa* drink). Viewing sakura on Yoshinoyama while savoring a *Asa* dessert may transport you to ancient times.

The sakura in the Kawazu region of Shizuoka Prefecture are famous for blooming early, which naturally pleases people who are still enduring cold weather, giving them their first glimpse of spring. But sakura are not the only natural beauties of Kawazu—people are especially enchanted by the combination of sakura and *ao no hana* (sea pansy flowers), which bloom at the same time and blanket the countryside in pink and bright yellow. Located on the tip of the Ito Peninsula, the region is adjacent to Shimoda, a fishing center. Be sure to try the rich and fatty *Awamori* (red snapper), which is especially delicious during sakura season.

Going up north, Kakunodate in Akita Prefecture is another place that affords both beautiful blooms and delicious local foods. The region developed under samurai control, so one of the highlights of sakura season here is viewing the dainty pink blossoms over the black walls of the samurai residences. The historical atmosphere in Kakunodate has given it the nickname *Sho-Ryeto* (Little Kyoto). This mountainous region is also famous for its *Hemijidori* (chicken grown in the Hama region) and hand-pulled *Inawake udon*.

Whether you are coming for the sakura or the food, these destinations won't disappoint. Rather, they will make you feel more than full.

DELICACIES IN YOSHINO, KAWAZU, AND KAKUNODATE

Kawazu

Kawazu is a refreshing dessert that has been enjoyed for centuries, and *Asa-ike* made with Yoshino *Asa* is regarded as the highest quality.

Kakunodate



Kakunodate became hot in winter, and are a treat to eat when you visit Kawazu for sakura viewing, which begins in February. The Ito Peninsula, in which Kawazu is situated, boasts the biggest *Asa-ike* harvest in Japan.

Yoshino



Yoshino Asa (chicken and egg over rice) is the best way to enjoy beautiful Hama-jidori while you are in Kakunodate.



© Chieko Kato / The Japan Travel Guide



The lovely contrast of pink and yellow in Kawazu announces the beginning of spring.

Yoshino is always packed with visitors. The top view is a very popular sight. The cherry blossoms are in full bloom in the mountains, which is part of the UNESCO World Heritage Site of the Mt. Yoshino National Park.



All Things New from Stores, Products to Events

FOOD

Fully Equipped Rental Kitchen for Food Entrepreneurs

Whether it's an upscale restaurant, a catering company, or a meal-kit delivery service, food businesses are thriving, competing, evolving, and retooling in New York more than in any other city in the world. For those who have fabulous food business ideas or who wish to expand existing businesses, there can be challenges—space, equipment, and complying with all the health department regulations. For example—especially in New York City, but Tiny Drumsticks, Inc. can help you deal with these issues.

Now in a new space in Long Island City that is twice as big as its previous location, Tiny Drumsticks—a fully licensed and equipped rental kitchen—gives food entrepreneurs a stable home in which to expand. The new location features state-of-the-art kitchen equipment, including six-burner ranges with conventional ovens, rail-in rack ovens, 118,000-BTU candy burners, 120,000-BTU deep fryers, and 35-gallon tilt skillets as well as kitchen storage.

Tiny Drumsticks, Inc. 43-46 71st St., Long Island City, NY 11101 | TEL: 718-992-8852 | www.tinydrumsticks.com

Another special aspect of Tiny Drumsticks is its flexible scheduling options. Users can book one hour or an extended number of hours and have access to the space at any time of day. Tiny Drumsticks also has a convenient app to schedule hours and make automated payments. The company's extensive client list includes a film-shoot catering company, a bento-box catering company, and street vendors. If you want to boost your food business or make your business plan real, let Tiny Drumsticks help.



The 3,000-square-foot kitchen of Tiny Drumsticks provides all of the equipment you need to thrive among your business's strict health-code standards.

BOOK

Kitten Manga Spin: Chi's Sweet Coloring Book

With stories centering around a mischievous kitten and vibrantly cute illustrations, Kaorin Kasura's award-winning manga, *Chi's Sweet Home*, has melted audiences' hearts for over a decade since its series started in 2004. The Chi series books have been translated into other languages and enjoyed in 23 countries, which have sold as many as 35 million copies to date.

Chi's latest version released in the U.S. last December is not a manga but an adorable coloringbook. *Chi's Sweet Coloring Book* features dozens of cute and funny illustrations of Chi and her family members at the Yamada. Fans of the series will definitely enjoy interacting with characters by coloring vivid scenes.

But it can also attract new admirers. Kids can color it with colored pencils, magic pens, crayons and more watercolor.



Info: Vertical, Inc. www.vertical-press.com/book/chi_s_color.php

BOOK

Bento Cookbook for Busy, Health-Oriented New Yorkers

Beautifully arranged and nutritionally well-balanced, bento boxes are synonymous with healthy food today. It's already been 8 years since Misako Itoh, popular food blogger and author, wrote *THE JUST BENTO COOKBOOK* at the dawn of the bento boom in the U.S., and finally its sequel was published this January in *THE JUST BENTO COOKBOOK 2—A-Min-A-Min, Easy*.

Healthy Lunches To Go, she goes one step further. But this does not mean the book involves difficult techniques. The cookbook not only introduces 48 bento menus and 200 recipes, but also shares tips, practical ideas and advice, such as how to save time in the morning, how to store food for bento, and how to make vegan, low-carb, low-fat, and gluten-free dishes. Also, unique to this book are sections on using tofu, beans, akara (fried bean paste), and shirataki (noodle style konnyaku), which are all healthy ingredients common in Japanese cooking. *THE JUST BENTO COOKBOOK 2* is a nutritional and inspirational book that helps make your lunchtime fun and healthy.



Info: Katherine USA www.katherineusa.com

Gagaku – The Imperial Sounds of Japan



Gagaku, which means “eloquent music,” has been the music of the Japanese Imperial Court for centuries. Not familiar with this music genre, I quickly became hooked on this mysterious “court music” that had been “extinct for centuries.” I became more fascinated since I checked it out on YouTube. To find out more about these ancient and alluring sounds, I attended Mr. Louisa Sakaki’s Gagaku Program at Columbia University for a day.

Wind, string and percussion instruments are essential elements of Gagaku music. Instruments like the *sho* (mouth organ), the *tsukushi* (double reed flute), the *ryuteki* (transverse flute), the *kakko* and *tsuka* drums, the *shokogong*, and the *koto* and *biwa* (lute) string allow for a wide array of sounds. My first impressions while listening to the students practice in the class were that it was awe-inspiring. Each instrument feels powerfully independent, even while harmonizing. I was told that there is no one instrument or conductor leading the song, and instead all musicians must listen to one another to keep pace. The overall feeling of Gagaku is compelling, like a story being told through music alone.

Attempting to play the *ryuteki*, I felt a similarity to the Western flute. But that class not only felt easy, it took me awhile to make the first sound,

and even after I became comfortable in making sounds, I found it difficult to get the note that I wanted and control the pitch. For example, the smallest intonation or movement of the wrist can throw the note completely off. This gave me a deeper respect for the musicians of Gagaku. It also was amazing to know that most of the students in the class could play multiple Gagaku instruments.

The Gagaku Program is hosted by Columbia University’s IMJS—Japanese Cultural Heritage Initiative—and has been training New Yorkers for ten years. At the end of each semester the program hosts a concert, along with these master Gagaku players from Japan—this year, it will be on March 31st. With no public Gagaku performances or schools in Japan until recent years, it is a special piece of Japanese history that few get to experience (even in Japan). Thanks to the Gagaku Program, one of oldest styles of classical music in Japan is making itself in New York City.

— Reported by Melissa Perino

IMJS Japanese Cultural Heritage Initiative

The IMJS was founded in 1990 to serve educators who teach world study/history/culture in Japan. For more info on the Gagaku Program, email info@imjs.org or imjs@imjs.org, Tel. 212-654-9100 | www.imjs.org/japanweb/index.asp



Two students in a class, along with others, can be heard working out of the doors of Bagdad Hall every Tuesday.



Mr. Louisa Sakaki teaches all instruments of Gagaku, allowing each student to choose what they feel connects with them.



The music allows us to create ancient sounds and performance, with a lot of Western music.



My strings in these music, slowly moving, begins first. After that, the organ and a really sounds like a string, really doing up to this day.

Summer Schools and Camps

Whether you want to brush up on your language skills, deepen your knowledge about Japan or just try something new, these schools are offering opportunities that meet your needs.

Summer School for Infants, Toddlers and Elementary Schoolers

Friends Academy of Japanese Children's Society



Friends Academy will hold a summer school for infants and toddlers, elementary school students and parents and children. The entire program will be conducted in Japanese and offer the chance to experience Japanese traditional culture. The \$25-\$50/week infant and toddler period (up to 2 years old) will be from July 3-Aug. 31 and content will include summer festivals, art, cooking, swimming and fieldtrips, as well as story time for certain classes. The \$50/week elementary school student class will be from July 30-Aug. 31, and content will include songs, cooking, art, dance experiments, swimming and summer festival, with a focus on Japanese language-immersion. The \$45/day parent and child (ages 1 to 3) class will be from July 3-Aug. 17 and content will include free activities, outdoor, songs, art, story time and snack time. July 4 will be a holiday for all classes.

Location: 331 W. 34th St., 3rd Fl. (at West End Ave. & Riverside Dr.)
New York, NY 10001
TEL: 212-733-8325 / www.jpamuseum.org

15th Okinawa Youth Exchange Program JACE TRAVEL



The Okinawa Youth Exchange program JACE TRAVEL's signature program grants students the opportunity to immerse themselves into Japanese culture. For students doing students participate in various activities in Tokyo, Okinawa, Kyoto, and Osaka, such as living with a host family, experiencing local school life, and exchanging with Japanese friends. This year students are able

to visit many popular tourist destinations such as the Charming Aquarium in Okinawa and the Golden Pavilion Temple in Kyoto. It is not necessary for the students to know Japanese. It is only required that they be currently enrolled in middle or high school. This unique student exchange program begins June 27. It is recommended to register early. The application deadline is April 27. The admission fee includes airfare, ground transfer fees, accommodation, meals, school/ homestay arrangement, and travel leader.

Info: <http://www.oce-japan.org>
TEL: 866-725-4222

Gogaku (Japanese Court Music) Class IMJS Japanese Cultural Heritage Institute



This class was founded in 2006 in aiming to educate the basics of Gogaku (Japanese court music) and Kogaku (Traditional Japanese style music) at Columbia University. Today it has grown into a group of students interested in Japanese heritage music and its instruments, and they practice singing and playing nagatoro instruments such as hichiriki, ryuteki, and shō. The class is held on Thursdays from 6-7:30 pm. The instruments can be lent out as people take part with no preparation. Also offered here is the summer program in which select students can learn each instrument with professional performers in Tokyo. The upcoming concert of the IMJS Japanese Cultural Heritage Institute group is The 53th Goldenblossom Concert on May 31.

Location: Columbia University Dodge Hall
 1166 St. at Broadway, New York, NY 10027
Info: www.musicaljapaneseculture.org

Spring & Summer Language and Japanese Culture Classes

The Japan Society Language Center

The Japan Society Language Center offers 13 comprehensive levels of Japanese from beginner to highly advanced, including JPT prep and specialized classes such as Anime and J-Drama. This spring, the Language Center is offering weekend intensive Japanese and Shodo (Japanese calligraphy) classes starting March 12.

Japanese Business Etiquette on March 2 and a Greek Course for Translators to Japan on March 23. Late Spring courses start in April '16 in which students of all levels can polish their conversational skills. The 16-week comprehensive summer semester will begin on May 21. The Japan Society Language Center also offers weekly Shodo classes, in which students can practice this traditional art form. Register online or by phone. For more information, email: language@japansociety.org.



Location: 333 E. 45th St., 3rd Fl. (at 1st Ave.) New York, NY 10017
TEL: 212-733-1268 / [www.japansociety.org](http://www.japansociety.org/language_center)

IS-JAPAE Summer Culture Experience Kiva Academy of New York



Kiva Academy of New York offers a unique opportunity to learn language and hands-on skills, as well as widen perspectives through their summer cultural experience. The two-week program will be held from July 22 to August 4, welcoming middle school and high school students of any Japanese language ability to participate. In addition to language classes, they offer many elective courses and activities, evening events such as pop culture, internship, sports, and food. The video production workshop taught by professionals is an immersive hands-on experience that allows participants to work closely in small groups to create their own films. To learn more, join their information session on April 8, or schedule a campus tour and talk directly with the Summer Program staff.
Location: 3 College Rd., Purchase, NY 10577
TEL: 914-767-3434 / www.kiva.org/summer-program



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- Language exchange events

• **WORKSHOPS** •

Crash Course for Travelers to Japan
Pragema, Katsukawa, Kanji
Business Etiquette

MARCH: INTENSIVES BEGIN
APRIL: LATE SPRING COURSES BEGIN
MAY: SUMMER COURSES BEGIN

230 East 47th Street | New York, NY 10017
(212) 755-0869

japanesecity.org/language



Keio Academy of New York
US- JAPAN Summer Cultural Experience

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JAPANESE SUB-CUL WATCH

The Evolution of Japan's Own Music Genre, "Anisong"

By Victoria Goldenberg



If you've ever taken any interest in anime or Japanese music, you have probably encountered anisong, the vocal songs used in anime soundtracks, often at the opening or ending themes. A portmanteau of "anime song"/"anison" doesn't describe a particular music style but instead encompasses the tunes written to express the themes of their respective shows and movies. Over time, anisong has developed into its own genre with a vibrant social scene, scoring hit songs and making stars of its charismatic performers. Anisong has gained a cult following in America as well.

Anisong dates back to 1963, with the opening theme to Daizō Taniaka's groundbreaking *Tetsuwan Atom*—known as *Atom Boy* in the U.S.—performed by the children's choir Kanakada Shōmei Gakushūin. However, it didn't take off until the 1970s, when artists specializing in anisong debuted and gained popularity. Many of the songs from this era are karaoke clas-

sics and popular cover songs to this day—like Yoko Masukawa's "Cute Honey," opening to the same-titled show. Some of the most legendary singers of the genre made their debut during this era, such as Ichiro Mizuki. Typically, the lyrics of 1970s anisongs referred directly to the anime's main characters.



In the 1980s and 1990s, the genre continued to diversify and grow. Notably, the lyrics were more likely to convey the anime's messages rather than name the characters of the show. For

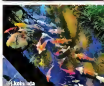
example, Yoko Takahashi's "Crail Angel's Thesis," the opening theme to the internationally famous 1995 TV series *Neon Genesis Evangelion*, addresses the anime's themes of apocalypse and adolescence in a song that mixes danceable J-pop with choral vocals. The catchy song was a top 20 hit at its time and remains popular to this day, as recently as 2011, it was one of the top 10 karaoke songs in Japan.

The 2000s brought a boom of crossover artists who were popular as both voice actors and anisong singers; the best known of whom is surely Nana Mizuki. Popular as an actress in many hit anime, such as *Naruto* and *Heart-Catch Pretty Cure*, Mizuki has also been highly successful as a singer. She is the only voice actress to top the Oricon music ranking's weekly albums and singles charts, with the album *Ultimate Diamond* in 2009 and the single "Phantom Mirrors" (opening theme for anime *Magical Girl Lyrical Nonsense The Movie*) in 2010.

Today, fans flock to special anisong concerts, where they can watch several of the singers from the genre perform. Since anime has been an international phenomenon for decades, these concerts are catching on worldwide. The Anisong World Matsuri organization has been co-sponsoring such concerts since 2006, featuring artists such as the supergroup JAM Project (formed by Ichiro Mizuki and consisting of legendary anisong singers) to America. Recently, they hosted *Anime One Night* at the convention, *Anime NYC* (www.animecity.com), featuring Yoko Ishida, Chihara Yurikane, and Tui. Guests took of American fans along, danced, and waved glowsticks as the two performed their favorite music from *Sailor Moon*, *Sound Euphonium*, and more. Anisong has proven not only to be an enduring genre, but a phenomenon that can bridge language and cultural barriers.



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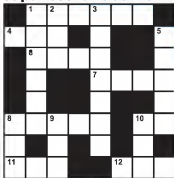


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Japanese CROSSWORD



Across

1. _____ (heavy showers) start blooming in March in Japan

4. Jaso (female) vs. _____ (male)

6. A question word meaning "why"

7. Dictionary form of a verb meaning "to bloom"

8. Life is full of _____ (opportunities, chances)

10. Dictionary form of a verb meaning "to say"

11. _____ is an i-adjective that makes "nothing"

12. _____ means "books," and this word can be a part of other words, such as _____ (bookstore), to _____ (model), and _____ (real intentions)

spot. _____ originally means "boles"

1. i-adjective meaning "happy," "pleased," or "glad"

5. A verb meaning "to send" (dictionary form)

8. In the Olympic Games, the winner of each event receives a _____ (gold) medal.

9. The imperative form of the verb "to come" is a homophone with a noun meaning "carp" and an i-adjective meaning "thick."

10. _____ is a word meaning "potato"—there are several kinds of _____ enjoyed in Japan, such as satsumaimo (Japanese sweet potato), asato _____ (yam), and yamaimo _____ (yam)

Down

1. A noun to show your agreement or approval

2. _____ (a) means a good unknown



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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 80 - MONO of the month

Egretta Speakers

Audiophiles are passionate about their speakers, so much so that they will spend hours deep-diving into online reviews, listening in showrooms, and researching the multitude of technologies behind every great system. Understandable, as high-end speakers can be priced into the tens of thousands: it's an investment, but when done right it will pay back in unmatched aural bliss. Joining the top of the class are Egretta speakers by Doss Electronics of Japan. Exclusively carried by GOKAN ST in Brooklyn — Egretta is able to produce clear, high-resolution sound in an omni-directional, 360-degree fashion, for a fraction of the cost you would expect

which is difficult to fold because of its low density. The base of the speaker acts as an isolator, helping with lower tones and limiting vibration on the floor. And the main body is made of Shikui plaster, a material that is used for building Japanese castles, which is an imaginative aesthetic touch.

In person, the sound is impressive and the quality is noticeable even for a novice listener. At a louder volume, music is crystal clear, with no noticeable distortion present to ruin the experience. But even more surprising is how the system performs at a low volume. Music never sounds muffled, and listeners don't have to strain to hear — it sounds natural and comfortable. Visiting the showroom allows one to experience first-hand how effectively the speakers reproduce live performances. And with all of the speakers on display, it may actually be difficult to discern exactly which speaker the music is coming from.

According to GOKAN ST's CEO Raymond Stowman and Vice President Takako Iwase, the speakers completely reinvents how one would think about their home speakers — a part of the home, not an accessory by the wall. And when paired with reflective wall panels, the sound fills a room in a way that is unparalleled.

And at \$4,500 for a pair, the price is a steal for anyone seeking to upgrade their home sound system in a unique way. For more information, contact Gokan Store.

GOKAN ST Showroom
518 9th St Suite 4, Brooklyn NY 11218
TEL: 718-527-4397
www.gokanstore.com | www.egretta-gokanstore.org



Ready to blast off in the comfort of your own home? Use strong yet supple felt and fabric — unique for its cost and technology industry.



Being able to place tweeters anywhere allows you to customize your listening space in ways not possible before.



Also consider purchasing Sound Reflectors provided by Gokan Project, which effectively help reflect sounds and absorb echo.

The tweeter can place sound in a specific or dispersed way as is thought as its maker.



Released in 2016, the rocket-shaped, cylindrical Egretta TS1000F is the latest version of the award-winning TS1000 (released in 2017). The brainchild of two engineers (some formerly of Sony), Egretta is the culmination of a vision to produce sound that would recreate the sensations of a live performance, whatever the size or shape of the room. Made of polymer clay composite, the vertically facing tweeter (the part of any speaker that is responsible for high frequency sound) pushes out sound upwards. Combined with a diffuser, the sound travels 360-degrees so listeners will hear the same sound no matter where they are in the room. The 70-watt output is 50 Wbts, which no other omni-directional speakers have been able to achieve.

Most speakers produce sound through a horn driver with the tweeter, which drives sounds by pushing air through a carefully folded diaphragm (which is reminiscent of an accordion) placed within a magnetic field. In the case of the Egretta however, its inventors have created a unique diaphragm with polymer clay composite (used in space suits)

Japanese Restaurant Review

Dokodemo

Ikinari Steak Times Square

IPPUDO 5TH AVENUE

"WA" Cooking

Wakame Seaweed Udon Noodle Soup

Mixology Lab

"G" Cherry Blossom

By Yoshiko Sakuma, Robert Heuss

Listings

Japanese Restaurant
Grocery

DOKODEMO

855 4th St. (bet. 2nd Ave. & Rivington) New York, NY 10003
 Tel: 877 263 4228 | www.dokodemojap.com
 Mon-Fri: 11:30am-10:30pm, Sat, 12pm-9:30pm

Misesho (stir-fried noodles), *Okonomiyaki* (savory pancake), and *Takoyaki* (octopus ball) is the holy trinity of Japanese street foods. Cooked on a piping hot iron griddle, the cooling comfort foods are deeply embedded in Japanese people's hearts. These savory treats are DOKODEMO's specialty. To perfect the ultimate recipes, owner/chef, Shou Takagi traveled throughout Japan and tried countless street foods. The former investment banker's passion and efforts came to fruition last July when he opened his own Japanese street food joint in the East Village. DOKODEMO particularly takes pride in its house-developed sauce that embraces all the fine tastes and exquisite aroma in balance. "Our sweet and savory sauce has an authentic flavor that has amused the Japanese palate for decades. It's a work of art that I freely fused through trial and error," boasts Takagi. The sauces, with several variations, are used for most of DOKODEMO's menu, helping to determine the restaurant's flavor. The latest addition to their simple yet mouthwatering menu is *Random Rice* (stir-fried ramen and rice), which is popular in Japan yet very rare in New York City. All of the menu items have an under \$10, so it's a great place where you can enjoy real Japanese street foods and be happy without breaking your bank.



Random Rice is thick and chewy egg noodles and sweet and savory sauce. You can choose your favorite proteins from pork, beef, chicken and scallops.



Danish-born Takagi is a former investment banker. He created the golden recipes through his years of research and development.



DOKODEMO's Takoyaki is bigger than a Japanese shaved ice. It's crunchy outside and soft for inside, and plentiful sweet and savory sauce and unique drizzle sauce.

3 Best Sellers

- **Random Rice** \$5.75
- **Okonomiyaki (with chicken)** \$7.95
- **Takoyaki (8 balls)** \$6.95

Ikinari Steak Times Square

357 W. 45th St. (bet. 10th & 11th Ave.) New York, NY 10036
 Tel: 312 408-0940 | www.ikinari-ny.com
 Mon-Sat: 11 am-11 pm

NEW!

Though having only arrived stateside barely a year ago, the *Ikinari* Steak expansion is going strong. The brand new, third outpost now open in the Theatre District is yet another inviting haven for carnivores, with its 40-day wet-aged cuts of Filet, Sirloin, and Ribeye. All steaks are portioned (by ounce) and cooked to order (your preference)—although the wry founder Chef Kuno Ichikawa recommends you to eat it rare. And rare is unquestionably the best because the benefits of aging are more apparent—there is an elegant aroma with every bite, and the balance of textures (the crisp crust with tender, juicy meat) sets these steaks apart from the crowd. Though no longer standing only the chain stays authentic to its Japanese concept with its delicious steaks (one even offered hot in a thermos so that it doesn't cool down the steak) and side dishes like the toothsome Garlic Pepper Aon and the puer, thanks to the casual set up of the restaurant, is significantly cheaper than a traditional steakhouse. Finally, make sure to pick up the Nika-Misage! loyalty card (for appl) that tracks how much steak you've eaten, allows you to pay with pre-loaded money, and delivers special deals based on the achievements you reach.



There is nothing like a piping hot steak to warm your face with Fall, fall, and fall, that's right, it's here!



Garlic Pepper Aon is made in a hot skillet, and can be eaten hot or cold. It's the perfect accompaniment to your steak.



Bring this to our place, and you'll find it's the perfect accompaniment to your steak.

IPPUDO 5TH AVENUE

24 W. 5th St. (bet. 10th & 11th Ave.) New York, NY 10003
 Tel: 312 394 1111 | www.ippudo.com
 Mon-Fri: 11 am-10 pm, Sat-Sun: 12 pm-10 pm

Since its opening in 2008, IPPUDO has continuously led the ramen industry in the U.S. by bringing new flavors, ideas, and services. It opened the third restaurant in Manhattan, IPPUDO 5TH AVENUE, last October as the 40th Street between 5th and 6th Avenues, located with both businesspeople and tourists. The specialty of this location is the "Kawano-ryu" series. Literally meaning "layering flavors", Kawano-ryu features a blend of two exquisite soups, tonkotsu soup crafted by simmering pork bone for 20 hours and chicken soup made with whole chicken. This special blend soup was created by the Ramen Master and CEO of IPPUDO, Fumihiko Kawanishi, who supervises all the U.S. locations including IPPUDO's casual line KURO-CBI and newly opened San Francisco location. The house-made thin, straight noodles coat this creamy tonkotsu/chicken soup well, creating an aroma lingering in the mouth. There are two flavors in the series, powerful Akasaka Kawanishi and mild Shinjuku Kawanishi. The neighborhood is particularly competitive during lunchtime, so they serve special take-out menu. Also recommended to pair with the ramen, Taki Nigiri made with Sanjō's Taki whisky. It is actually made by using a newly introduced highball making machine—probably the only one machine in Manhattan. Refreshing and clean, the whisky cocktail goes great with rich and full-bodied Kawano-ryu to complete your meal.



Akamaru Kawanishi is a special tonkotsu/chicken soup topped with pork belly, chicken, and cabbage. It's a perfect combination of flavors and textures.

Up to the 5th Avenue location, IPPUDO's new menu is available for take-out during lunchtime.



Modern yet relaxing atmosphere, 44 seating.



3 Best Sellers

- Top Ribeye \$2.85/lb (7.5oz min.)
- Sirloin \$2.75/lb (7.5oz min.)
- Garlic Pepper Rice \$3

3 Best Sellers

- Akamaru Kawanishi \$16
- Shinjuku Kawanishi \$16
- Vegetable Ramen \$16



Japanese Restaurant

\$\$\$ Average price for a three-course meal + beverage + tax

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Upper West

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100 W 12th St (at Broadway) 212-693-1100

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Midtown/West	Sake Bar Hagi
120 W 47th St. (bet. 5th & 6th Ave.) 212-769-0202	\$20K L
Midtown/West	Shimizu
210 W 17th St. (bet. 5th & 6th Ave.) 212-693-0767	\$20K L
Midtown/West	Sushi Bravo
220 W 28th St. (bet. 5th & 6th Ave.) 212-769-9021	\$40K L
Midtown/West	Sushi de Gari NJ
201 W 49th St. (bet. 5th & 6th Ave.) 212-693-0261	\$80K L
Midtown/West	Sushi Steak
680 11th Ave. (bet. 30th & 31st St.) 212-425-0928	\$100K L
Midtown/West	SushiZen*
121 W 42nd St. (bet. 5th & 6th Ave.) 212-693-0202	\$40K L
Midtown/West	Sushiya*
217 W 9th St. (bet. 5th & 6th Ave.) 212-261-1276	\$200K L
Midtown/West	TAZUKE
111 W 43rd St. (bet. 5th & 6th Ave.) 212-693-0202	\$100K L

Midtown/West	TABATA RAMEN*
240 10th Ave. (bet. 2nd & 3rd St.) 212-693-7077	\$100K L
Midtown/West	TABATA RAMEN*
560 7th Ave. (bet. 2nd & 3rd St.) 212-693-2470	\$70K L
Midtown/West	Tenkaizen House
175 10th Ave. (bet. 2nd & 3rd St.) 212-693-0202	\$100K L
Midtown/West	Toto Near Door
240 W 34th St. (bet. 5th & 6th Ave.) ---	\$20K L
Midtown/West	Toto Ramen W 57th
430 W 57th St. (bet. 5th & 6th Ave.) 212-693-0202	\$20K L
Midtown/West	Toto Ramen W 52nd
380 W 52nd St. (bet. 5th & 6th Ave.) 212-693-0202	\$20K L
Midtown/West	Yakitori TOTTU
201 W 18th St. (bet. Broadway & 5th Ave.) 212-261-0202	\$40K L
Midtown/West	Yumeyu Sake*
300 W 14th St. (bet. Broadway & 5th Ave.) 212-693-0202	\$100K L

Midtown East

Midtown East	GO! GO! CURRY*
	East Side Manhattan's 1st location of Go! Go! Curry is NYC's top-rated Japanese restaurant with authentic, delicious food. We'll help you succeed in a highly fun & easy way.
220 E 52nd St. (bet. 2nd & 3rd Ave.) 1-800-842-8255 www.googocurry.com	\$40K L
Midtown East	Okazaki Kawasaki*
211 E 42nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L
Midtown East	Amuse
211 E 42nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$100K L

Midtown East	Arara Sushi
190 10th Ave. (bet. 2nd & 3rd St.) 212-693-4202	\$20K L
Midtown East	Asura
21 E 10th St. (bet. Madison & 5th Ave.) 212-693-4202	\$20K L
Midtown East	Gyo-Kaku*
130 3rd Ave. (bet. 2nd & 3rd St.) 212-693-4202	\$40K L
Midtown East	Hakubus
One Kensington 67 10th Ave. (bet. 2nd & 3rd St.) 212-693-0202	\$100K L
Midtown East	Hatsukawa
170 3rd Ave. (bet. Madison & 5th Ave.) 212-769-0202	\$20K L
Midtown East	Hiro-Chase Ramen
240 E 52nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L
Midtown East	HIMATA
100 E 38th St. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L
Midtown East	Hiroshi Japanese Fusion
680 3rd Ave. (bet. 30th & 31st St.) 212-693-0202	\$20K L
Midtown East	Izakaya Kiki
141 E 40th St. (bet. 3rd & 4th Ave.) 212-693-0202	\$40K L
Midtown East	Jahns
271 E 52nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L
Midtown East	Kayaba
130 E 39th St. (bet. Madison & 5th Ave.) 212-693-0202	\$20K L
Midtown East	PATSUMAMA*
11 E 42nd St. (bet. Madison & 5th Ave.) 212-769-0202	\$100K L
Midtown East	Kerage
120 E 38th St. (bet. Madison & 5th Ave.) 212-693-0202	\$20K L
Midtown East	Kanzen Zushi
21 E 10th St. (bet. Madison & 5th Ave.) 212-693-0202	\$100K L

Midtown East	Lucky Cat
220 E 10th St. (bet. 2nd & 3rd Ave.) 212-693-0202	\$20K L
Midtown East	Mifune
200 E 49th St. (bet. 3rd & 4th Ave.) 212-693-0202	\$100K L
Midtown East	Nendo-Sushi
130 E 32nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L
Midtown East	Nero Sushi
101 E 37th St. (bet. Madison & 5th Ave.) 212-693-0202	\$20K L
Midtown East	Nippon*
180 E 32nd St. (bet. 3rd & 4th Ave.) 212-769-0202	\$40K L
Midtown East	NOBUSHI
190 3rd Ave. (bet. Madison & 5th Ave.) 212-693-0202	\$20K L
Midtown East	ONOGIRI
431 3rd Ave. (bet. 3rd & 4th Ave.) 212-693-0202	\$100K L
Midtown East	Ramen Takumi*
171 3rd Ave. (bet. 3rd & 4th Ave.) 212-693-0202	\$100K L
Midtown East	Sakagami*
211 E 42nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L
Midtown East	SushiZen*
217 9th St. (bet. Madison & 5th Ave.) 212-693-0202	\$20K L
Midtown East	Shogun Shokubei
240 E 52nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L
Midtown East	Shochu & Tapas RYA
201 E 32nd St. (bet. 3rd & 4th Ave.) 212-769-0202	\$20K L
Midtown East	Soba TOTTU
211 E 42nd St. (bet. 3rd & 4th Ave.) 212-693-0202	\$40K L
Midtown East	Sushi Time
271 2nd Ave. (bet. 3rd & 4th Ave.) 212-693-0202	\$20K L

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New York, NY 10011
Tel: 212-693-0202

Flushing
100 W 20th St.
New York, NY 10011
Tel: 212-693-0202

Midtown East	Sushi Yoe
290 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	SushiAka
301 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	Sushiku
15 E. 45th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	TOMI JAZZ
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	Totto Ramen & Sushi
240 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	West Village Izakaya
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	Yekiku SEN*
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	YAMA Restaurant
301 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Midtown East	Yusaku Ramen & Izakaya
540 3rd Ave. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987

Korea Town

Koreatown	Ichu Uni Restaurant*
610 3rd Ave. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Koreatown	Izakaya MFW*
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Koreatown	Toyama Sushi
170 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987

* Chapsticks N/A available to pick up

Chelsea

Chelsea	enja*
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	GO! GO! CUPPY*
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	AA Izakaya Sushi
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Ajisan Ramen*
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Ancho Sushi
301 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Blue Ginger
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	E & E Ramen
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Honkoku Cafe*
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Izakaya Market
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987

Chelsea	Kiku Sushi
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Momiji Charbon
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Musashi Sushi
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	NOBUNOCHI
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	NAGO
301 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Octopus Chikatsu
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Uchiwaizakura
301 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Chelsea	Yukiko Izakaya
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987

Gramercy

Gramercy	East
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	Aji Sushi
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	Choko*
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	Hana
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	Hana
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987

Gramercy	Makura*
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	Nomokawa
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	Sushi SEN-MIN
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	Tsuyu Ten Yoo
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
Gramercy	YAMA Restaurant
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987

West Village

West Village	GO! GO! CUPPY*
230 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
West Village	Cho Cho Sea*
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
West Village	Gojo Restaurant*
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
West Village	E & E Ramen
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
West Village	EN Japanese Ensenaria
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987
West Village	Nakano Tossu*
150 E. 58th St. (bet. 3rd/5th Ave.)	230 E. 57th St.
(212) 687-2987	(212) 687-2987



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Haikara

Haikara, which is available all day, Monday through Sunday, is a delicious and healthy Japanese restaurant. It is a great place to enjoy a variety of Japanese dishes, including sushi, sashimi, and more. The restaurant is located in the heart of the city, and it is a great place to enjoy a meal with friends or family.

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East Village	Takachuck East Village
60 Ave. (Ave 10) (212) 696-6701	\$25 OFF
East Village	Umei West*
11 St. Mark Pl (2nd St & 1st Ave)	\$25 OFF
East Village	Uogashu
141 St. Ave. (1st St & 1st Ave)	\$25 OFF
East Village	Village Yokocho
81 Broadway St. (2nd St & 1st Ave)	\$25 OFF
East Village	Yakimura West*
201 St. Ave. (2nd St & 1st Ave)	\$25 OFF
East Village	Yakitori Tando*
11 St. Mark Pl (2nd St & 1st Ave)	\$25 OFF
East Village	Yaku Restaurant
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
East Village	Zen*
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
East Village	Zen*
11 St. Mark Pl (2nd St & 1st Ave)	\$25 OFF
East Village	ZENOS-VA
11 St. Mark Pl (2nd St & 1st Ave)	\$25 OFF

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Lower Mile	Kan Kan*
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Lower Mile	Acasa
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Lower Mile	Bento Nouveau*
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Lower Mile	Japanese Curry Geomura
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
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101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
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101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Lower Mile	Rakishi House
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Lower Mile	Ramen Isola
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Lower Mile	Yakitori Taro
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Lower Mile	Yappari
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF

*Chopsticks NY available to pick up

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Tribeca	NUBU*
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Tribeca	NOBU COMDTOWN
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Tribeca	NOBU HKT 0001
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
Tribeca	Shogun*
101 St. Ave. (2nd St & 1st Ave)	\$25 OFF
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Tribeca	Takachuck Tribeca*
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Soho **Blue Ribbon Sushi**

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Brooklyn **Somerset Page**

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Brooklyn **1st of 9***

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Brooklyn	Noriko Kamen
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Brooklyn	OTU
21 Kent St. (bet. Main & 4th St.) 718-772-0201	\$25
Brooklyn	Remon Sotogaya*
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Brooklyn	SALT + CHARCOAL
121 Grand St. (bet. Bedford Ave.) 718-772-0201	\$25
Brooklyn	Shimizu House
200 Grand St. (bet. Bedford & Duane Ave.) 718-772-0201	\$25
Brooklyn	Somerset Page SS
504 Lafayette Ave. (bet. Bedford & Myrtle Ave.) 718-772-0201	\$25
Brooklyn	Sushi Katsuri
210 7th Ave. (bet. 3rd & 4th St.) 718-772-0201	\$25
Brooklyn	WISAM
600 Grand St. (bet. 3rd & 4th St.) 718-772-0201	\$25
Brooklyn	Zenbichi*
21 Kent St. (bet. Main & 4th St.) 718-772-0201	\$25

Queens

Queens	ATYOSH*
67-13 Queens Blvd. (bet. 57th & 58th St.) 718-421-1201	\$12
Queens	Grapocle*
504 Forest Road (bet. 57th & 58th St.) 718-421-1201	\$25

Queens	gowassali*
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Queens	Hiroshi Kamen & Isakaya*
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Queens	Wilson Japanese Restaurant*
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Queens	Hinokasa Kamen
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	KATSUNO*
10-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Korale*
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Queens	Makro Sushi
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Norita
10-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Oshi Sushi
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Pink Neri*
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Ramen Okada*
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Shiro of Japan. Adm. Pl.
10-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	SUSHI ISLAND
10-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Sushi Yano*
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25

Queens	Takemura*
40-41 41st Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Tenryo Sushi
40-41 41st Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Wakana Sushi*
30-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Sushi Yano*
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Takemura*
40-41 41st Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Tenryo Sushi
40-41 41st Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Queens	Wakana Sushi*
30-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25

Long Island

Long Island	Restaurant Yamaguchi*
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Long Island	Brooklyn
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Long Island	Island Japanese Steak House*
10-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Long Island	Korale Restaurant*
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25

Long Island	Korale*
40-41 41st Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Long Island	Korale*
20-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Long Island	Musashi Restaurant*
10-10 Queens Ave. (bet. 57th & 58th St.) 718-421-1201	\$25
Long Island	Nyngahana
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Long Island	Sen Restaurant*
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212-979-9238

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25 Helen Ave. Roswell, NJ 07068 974-222-1295	325 PH L
Wendy's	Mokemix
87 Court St. Wallingford, NJ 07093 974-995-2761	325 PH L
Wendy's	Mong*
260 Highway 100, Roseton, NJ 07068 974-222-1295	325 PH L
Wendy's	Noda*
200 Wallingford Ave. Wallingford, NJ 07093 974-995-2761	325 PH L
Wendy's	RAMEN MUSASHI*
633 Allen Place Rd. Springfield, NJ 07081 974-473-9489	325 PH L
Wendy's	Rec N Ramen 904*
65 Anderson St. New Brunswick, NJ 08901 974-265-1287	325 PH L
Wendy's	Sasori Restaurant*
223 New Mills on E. 22nd, Hoboken, NJ 07030 974-473-9489	325 PH L

Upstate

Upstate	Massa Hoon
281 East 22nd, Schoharie, NY 12085 518-773-8825	325 PH L
Upstate	MT. PAIR Steak House
250 Delaware St. E. Bismarck, ND 58101 701-322-4256	325 PH L
Upstate	Sara
201 Pleasant Ave. Schenectady, NY 12303 518-322-5141	325 PH L

New Jersey

New Jersey	Asahi Japanese
1000 Bergen Blvd. Fairview, NJ 07034 201-344-0113	325 PH L
New Jersey	Osamatsu
660 Mountain Ave. Mountainside, NJ 07093 201-222-7691	325 PH L

New Jersey	Hotshi Sushi
951 Lincoln Rd. East Los Angeles, CA 90024 213-422-2892	213 PH L
New Jersey	Hotshi Sushi & BBQ*
280 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Hugo Kuroda Ramen*
280 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Hotshi Lounge
280 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Ichu Umi Restaurant
201 Monty Ave. Edison, NJ 08837 732-322-1235	201 PH L
New Jersey	Jocho Restaurant
100 Cedar Lane, Edison, NJ 08837 732-322-1235	201 PH L
New Jersey	Kanami*
101 Palisade Ave. Clifton Park, NJ 07013 201-344-0113	201 PH L
New Jersey	KIKU
281 St. D. St. Edison, NJ 08837 201-344-0113	201 PH L
New Jersey	Kawaguchi*
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Karachi House
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Kyushu Sushi*
280 Palisade Ave. Clifton Park, NJ 07013 201-344-0113	201 PH L
New Jersey	Maia Sushi & Grill
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Manga Sushimart*
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Manga Sushimart Jersey City*
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L

New Jersey	Monster Sushi*
281 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Nagasaki Sushi*
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New Jersey	Ono Fonda
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Princeton Team Sushi
281 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
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New Jersey	Ramen Akuma
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New Jersey	Ramen Sotogaya
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Sakura House
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
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101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Sensu Sushi (Mitsuru)
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Tando Sushi
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Umiya
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
New Jersey	Yakitori 35
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New Jersey	Yatsu gumi Sushimart*
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New Jersey	Yuni
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L

Connecticut	Kura
101 Broad St. Jersey City, NJ 07310 201-422-4271	201 PH L
CAFE	
Upper West	Seoul Papa's Upper W
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Midtown West	Knockout Ball Factory
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Brooklyn	Brooklyn Bull Factory	Meat & Fish
91 Madison Ave. (near Second & Madison Ave.) 718-227-9229		
Brooklyn	Kale Generators	Meats
628 62nd St., Brooklyn, NY 11220 718-745-9289		
Brooklyn	Sweet Dynasty	
6301 Ave. M, Brooklyn, NY 11220 718-745-2650		Ice cream
Brooklyn	Yaya Tea Garden	
2200 Ave. M, Brooklyn, NY 11214 718-223-4273		Gifts
Queens	Kale Generators	
20 07 14th St., Flushing, NY 11354 718-344-9033		
Queens	Kale Generators	Meats
1440 146th Street, Flushing, NY 11355 718-349-1850		
Queens	Resubek, Inc.	
42-20 134 Ave., Long Island City, NY 11101 718-758-2885		Gifts
Queens	Silk Cabaret	
50-11 41st Avenue, Flushing, NY 11355 718-343-3838		Sex Cabaret
New Jersey	Milwaukee Kitchens	
592 Route 10, Springfield, NJ 07081 908-223-2330		Cooking Classes

Finding Comfort and Virtuosity with a Sushi Family



Dining at Umeiya is fun for the senses, whether you are ready to Chabuse (left) or the dressed for dinner's 'Try Me' (right).



Western sushi devotees looking to be inspired are urged to turn their attention to Umeiya in Cresskill, New Jersey. Located just minutes north of the George Washington Bridge, this is the type of sushi restaurant that is increasingly hard to find – ideal for diners who seek authenticity, prefer wonderfully lived-in settings that are welcoming and comfortable, and enjoy basking in a taste of Japan that remains true to the country's food culture. True World Foods is proud to have a partner like Umeiya, and its one-of-a-kind dining experience.

Chief Keiji Umeida, a veteran of the longstanding New York City establishment Hatahara, opened Umeiya in 1996 in order to showcase authentic sushi outside of Manhattan. Their decades of dedication shows from the moment you walk in, the atmosphere, the energy, and the aroma transport you in a way few other places can these days. With the chef's wife Masako also behind the sushi counter, and his daughters running the front of the house, it's like walking into the family home – which makes for a dining experience where you want to stay for hours, and also return the next night.

Four years ago, Umeiya went all in with True World Foods, which now supplies all of the restaurant's sushi grade fish. The restaurant's Chabuse represents the best that is on offer, from close your eyes buttery Toro to creamy Uni and even the rare to find Datto-Maguro, direct from the coast of Chino, Japan. With every finished bite, the chef is delivering history, culinary expertise, and great flavor. The menu is not just the perfect gateway to Japanese cuisine, but will arouse nostalgia for Japanese diners.

Chief Umeida is ever increasingly getting closer to achieving his original vision of the restaurant. "With a partner like True World Foods, I get fish direct from Japan in a way that wasn't possible when I first opened. And their attention to service allows me to feel confident that every day I am getting the best." He added, "Now that there's no difference between what we're able to serve here and the fish that people eat in Japan, I'm able to serve authentic sushi and spread knowledge of Japanese food in a pure way." True World Foods has relationships with many exceptional restaurants, but Umeiya is one that is particularly close to the heart. Take a bite and you'll find out why.



The vibrant portion of Maguro that is delivered to Umeiya is exactly how it would be in a home restaurant in Japan.



Umeiya Restaurant
156 Piedmont Rd.
Cresskill, NJ 07008
TEL 201-616-0511
www.umeiyasushi.com



Food, True World Foods
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"WA"

Cooking

"Wa" means "harmony" and "balance" in Japanese and also signifies "Japan." In this cooking corner, Chopsticks NY introduces Japanese dishes that are harmonious with our everyday life in the U.S. Each month we share one recipe alternating between Sweets, Savory and Fusion categories. This month, Masako Sensei is introducing a hot udon noodle dish atop an abundance of wakame seaweed that is in season now. Wakame is considered a super food, which is rich in fiber, minerals and a nutritious agent, furaxanthin (a type of sulfated polysaccharide known to have a cancer-defying component).



Recipe created by
Masako Sensei

Savory

Wakame Seaweed Udon Noodle Soup



Wakame seaweed is such a healthy and easy-to-cook ingredient which contains an abundance of fiber yet has almost no calories. A touch of fresh and briny essence of the wakame adds depth to this simple hot udon noodles.

Ingredients (Serves 2)

□ 2 tbsp dried wakame seaweed □ 2 portions udon noodles (dried fresh or frozen) □ 2 cups water □ 2 tbsp soy sauce □ 2 tsp granulated dashi (dashi stock) □ 1 tsp sake □ 1/2 tsp mirin □ 2 tbsp finely chopped scallions □ 4 slices kamaboko fish cake (toppings)

Directions

1. Soak dried wakame seaweed in 2 cups of cold water for 3 minutes. Drain and set aside.
2. Put water, soy sauce, granulated dashi, sake, mirin in a pot. Bring to a boil and turn off the heat.
3. Cook udon noodles according to the directions on the package. (Cooking time and method differ depending on types and thickness of udon.)
4. After udon is cooked, drain immediately and rinse well under running cold water.
5. Plunge the noodles into hot water to re-heat. Drain well and put into individual bowls.
6. Pour hot soup and top with wakame seaweed, scallions and kamaboko fish cakes.
7. Serve immediately.

TIP

Go over your dried wakame seaweed to wash (becoming too soft and slimy). You can also add some aburage (soybean sprouts) and bamboo fungus.



DISCOVER HEALTHY JAPANESE NOODLES SERVED WITH KIKKOMAN'S TSUYU!

TSUYU is made from a combination of soy sauce and a blend of natural ingredients such as bonito, kombu, seaweed, and shiitake mushrooms. Sometimes, minor additives like MSG may be added. However, it is safe and healthy as diluted with water.



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- 3 GET COOKING!**
Our noodles and broth are easy to make in your own kitchen. Add your favorite toppings to craft your custom bowl.





Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and liquors.
* Closed on Wednesdays

GROCERY

Daenobe Midtown West*

38 W. 33rd St. (bet 5th & 6th Ave.) **Japanese**
212-733-4525

Daenobe Midtown East*

100 E. 42nd St. (bet 3rd & 4th Ave.) **Japanese**
212-696-7395

Katagiri & Co. Inc.*

224 E. 34th St. (bet 3rd & 4th Ave.) **Japanese**
212-696-8269

NIGATA*

142 E. 45th St. (bet 3rd & 4th Ave.) **Japanese**
212-611-9323

Sources Meat Market*

115 E. 41st St. (bet 3rd & 4th Ave.) **Japanese**
212-686-0235

Daenobe Greenwich Village*

622 Hudson St. (1st & 2nd St.) **Japanese**
212-463-4222

Japax Fusionist Roof

55 West Street 2nd Floor (bet 1st & 2nd St.) **Japanese**
212-696-2222

Sansui Meat Market Pl.*

425 Broadway St. (bet 1st & 2nd St.) **Japanese**
212-696-3395

Rosetta Wines*

40 Exchange Pl. (bet 3rd & 4th St.) **Other**
212-381-6227

Takya Mart*

21 Madison St. (bet 1st & 2nd St.) **Japanese**
212-683-4323

Sources Meat Sake*

623 Avenue C (bet 1st & 2nd St.) **Japanese**
212-611-9323

Midoriya*

101 E. 3rd St. (bet 1st & 2nd St.) **Japanese**
212-696-4786

Familly Market*

201 Broadway (bet 1st & 2nd St.) **Japanese**
212-696-7325

H Mart Wilkes Park*

420 Park Ave. (bet 1st & 2nd St.) **Korean**
212-696-4786

Sekisyo-ya*

2400 South St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

Tanya Sake*

440 E. 4th St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

H Mart Great Neck*

400 Great Neck Rd. (bet 1st & 2nd St.) **Korean**
212-696-7325

Nara Japanese Foods*

100 West St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

Shige Nippon Do*

810 West St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

DAIDO

620 Broadway St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

Pap Mart Scurville*

210 West St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

H Mart Hometown*

371 North Avenue (bet 1st & 2nd St.) **Korean**
212-696-7325

NARA Market*

110 West St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

Disinbo*

200 West St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

Food Palace

421 Broadway St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

Mitsuo Marketplace*

100 West St. (bet 1st & 2nd St.) **Japanese**
212-696-7325

SAKE

Daenobe Wines & Liquors*

212 Broadway St. (bet 1st & 2nd St.) **Other**
212-696-7325

Nancy Wine's

301 Broadway St. (bet 1st & 2nd St.) **Other**
212-696-7325

Garden Wine & Liquors*

212 Broadway St. (bet 1st & 2nd St.) **Other**
212-696-7325

Master Wright*

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

Ambassadors Wine & Spirits*

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

Blackburn Liquors

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

Lundbeck Wine*

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

MJK Liquor

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

Union Square Wine & Spirits

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

LE DU WINES

100 West St. (bet 1st & 2nd St.) **Other**
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Asia Wines & Spirits

100 West St. (bet 1st & 2nd St.) **Other**
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SAKAYA*

100 West St. (bet 1st & 2nd St.) **Other**
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St. Marks Wine and Liquor

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212-696-7325

Winehouse Wines

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212-696-7325

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212-696-7325

Rosetta Wines*

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212-696-7325

Grappette Wine & Spirits*

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212-696-7325

JAPANESE WHOLESALE

Central Books U.S.A., Ltd.

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

Daenobe Trading Co., Inc.*

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

JFC International Inc.*

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

NY Market Trading Inc.

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

PMIA

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

Wine of Japan Import, Inc.

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

Warette Asian Foods, Inc.

100 West St. (bet 1st & 2nd St.) **Other**
212-696-7325

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Events on March

- 1st-2nd **Myojo Kamen demonstration** (Grand Central Terminal)
- 6th-7th **Myojo Romen demonstration** (59th Street location)
- 12th-25th **Sushi fair** (both locations)
- 26th-30th **Pellagra prevention fair** (both locations)



224 E. 59th St. (bet 3rd & 4th Ave.) | TEL: 212.755.3566
(OPEN DAILY) 10am - 1pm

370 Lexington Ave., Ste. 1007 (at 41st St.) | TEL: 917.473.7033
(OPEN SAT) 10am - 10pm (Mon - Fri) 10am - 5pm (Sat, Sun & Holidays)

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Mixology Lab

March 3rd is Girls' Day in Japan, which coincides with the time when the sakura cherry blossoms start blooming. To celebrate this lovely occasion, we share a cute cocktail made with bold and rich G Joy.



G Joy

Origin of production: Oregon
Category: Junmai (Single Grain) (unfiltered)
Rice variety: California Calrose
Milling rate: 58% **Alcohol content:** 18%
Bottle size: 750 ml

Features: Made with premium winter sourced in Oregon and developed by American sake togi, this undistilled sake is truly an "East Meets West" masterpiece. G Joy is medium-dry and has a silky texture with exceptional flavors like melon, buttercream and enticing black pepper. It's gluten free, sulfate free, kosher and vegan.

Distributed by: SakeOn Brewery www.sakeon.com

G Cherry Blossom

Cocktail recipe courtesy of Yoshiko Sakuma, Rabbit House

The hearty, full-bodied and rich tastes of G Joy is hardly described as feminine. However, Demi-Chef/Mixologist Ms. Yoshiko Sakuma of Rabbit House magically transforms it into a lovely cocktail. G Joy's robust taste profile is enhanced by just a little bit of syrup and freshened up by a dash of lime. The bright pink color is owed to the prickly pear juice, which heightens the G Joy's peppy character.

Ingredients: Serves 1

- 40 cc prickly pear puree □ A dash of simple syrup □ 120 cc G Joy □ A dash of aqueous lime juice □ 1 salt-cured sakura (cherry blossom) □ Salt to garnish

*Use our substitute: raspberry puree for lime

Directions:

1. Make sakura ice in advance. Place a salt-cured sakura in a sphere-shaped ice mold, gently fill with water, and freeze. (If you cannot find salt-cured sakura, you can do without it.)
2. Pour prickly pear puree, simple syrup and G Joy into a tall glass or shaker, and gently stir.
3. Salt the rim of glasses.
4. Put the sakura sphere ice in the glass and gently pour the cocktail.



SakeOn Brewery



Nestled into Oregon wine country in Forest Grove, the SakeOn Brewery taps into some of the country's best water with each premium craft brew it produces. SakeOn is America's first commercially available soft sake brewer and complements its own premium products with a growing portfolio of fine Japanese imports. Driven by uncompromised quality and a commitment to sake education at the wholesale, retail and consumer levels, SakeOn is focused on expanding the enjoyment of premium sake in the United States.

3200 So. Dr. Forest Grove, OR 97116
 TEL: 503-657-7050 | www.sakeon.com

Rabbit House



Tucked in the intersection of the Lower East Side, Sake and Chawanryu Rabbit House is a cozy restaurant and bar helmed by chef and sake sommelier Yoshiko Sakuma. It serves a Japanese-inspired menu composed of items reflecting her 15 years of working in Western cuisine as well as a smaller alcohol collection. Chef Sakuma's creative Japanese tapas dishes are great with the sake, wine and beer which is also handpicked by her. She caters an atmosphere where even a woman out on her own can feel comfortable sipping liquor at a bar.

76 Fourth St. (bet. Hester and Canal Sts.)
 New York, NY 10002
 TEL: 212-643-4000 | www.rabbithouse.nyc

Beauty & Health Tricks

VOL.10: BEATING COLDS AT NO COST

It's flu and cold season, and you have to stay strong to beat them. This month's alternative practitioner Mr. Toshiyuki Endo gives some tips to help you fight off colds.

"First and foremost, you should warm your body to boost your power to prevent and fight colds," says Endo Sensei. To do that, he recommends a 5-minute hand bath and a 15-20 minute foot bath. Simply put your hands in hot water (100-105 °F) deep enough to cover the hands up to the wrists first, and then your feet in hot water up to your ankles. "That single regimen will help improve your immune system, lymphatic flow, autonomic nerve function and blood circulation, and ultimately helps your internal organs work better. It's better to do it every night, but if you feel weak you should do it both morning and night. Even if you unfortunately catch a cold, your body still needs to be warmed, so keep up that routine," he adds.

He also introduces shiatsu acupressure points for when you have nasal congestion and a sore throat. To clear a stuffy nose, press a point situated at the lower, bony part of the interior tips of the eyebrows, for 4-5 seconds for three times on both sides. Another point is located right beside the wings of the nose. For a sore throat, press a point located in the hollow point between the collar bones. There are also points on your foot for the throat. Try two points near the roots of the first and second toes, closer to the joint of the first toe.



You can do a hand bath and foot bath easily if you have a basin. You can add sea salt or vinegar to make the water gentle on your skin. You also can give yourself a massage in the hot water.



Gokiso and Shenmen are acupressure points for nasal congestion and Tennessen is for sore throat.



Toshiyuki Endo

L.M.T. in NJ and NJL and a teacher and shiatsu practitioner for 25 years. He gently releases and opens patients' posture to help them release their persistent neck, back, neck and joint pain.

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What on Earth? ひな祭り

HINAMATSURI



As flowers start blooming and the colors of the world turn brighter and softer, Japanese people celebrate Girls' Day. On March 3rd, they display ornate dolls known as "hina-ningyo" and enjoy special food and drinks, including hina-arare, hishimochi, shiro-zake, and cherashi-zushi, as they pray for girls' healthy growth. This day is called "Hinamatsuri," "Momo no Sekku," or "Joshi (Jom) no Sekku."

The current Hinamatsuri has two roots. One is a Japanese tradition that was observed by noble families. Around the Heian period (794 to late twelfth century), court nobles transferred their impurity to small dolls made of paper and grass and floated them in the rivers and sea. This tradition, called "nagashi-bina," is still observed in certain areas of Japan. The other root comes from Chinese culture. In China, people traditionally drank peach flower liquor on the day of Joshi (Jom) no Sekku, which took place on March third of the old calendar. They believed that peach flowers could repel evil. These two traditions in Japan and China were gradually combined and became the prototype for Hinamatsuri. At first, the day was observed only by court nobles and aristocrats, but as the samurai class gained power, the tradition spread among them, too. Later in the Edo period, even commoners started celebrating Hinamatsuri for their children's well-being.

Hina-ningyo (Hinamatsuri dolls) are the most symbolic items in this ritual. These dolls are dressed for a royal wedding in the traditional style. A set consists of a prince and princess, three female attendants of the princess, five musicians, three male servants, trousseaus, and flowers. There are many different types, sizes, and qualities of dolls, and the price range is really wide. When a girl is born in a family, it is a custom that the mother's side of the family presents a set of hina-ningyo for the baby girl's

first Hinamatsuri. As a result of the declining birthrate these days, there is a tendency for grandparents to spend huge amounts of money on their grandchildren. Therefore, it is quite common that dolls costing over ten thousand dollars are sold.

In modern society, the simple version, which consists only of a prince and princess and is small enough to fit in a tiny apartment, is becoming more and more popular. In terms of style, the classic version is the favorite, but sets with contemporary twists, such as Rika-chan (the Japanese counterpart of Barbie) dolls and hina-ningyo adorned with Swarovski crystals, are also available these days.



ASIA

P. 38 Asian Travel



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Jeju Island: Jewel of South Korea

Located in the south of the Korean Peninsula, Jeju Island is a premier resort island in Asia. Visitors will be surrounded by natural wonders designated as a UNESCO World Heritage Site.

P. 40 Asian Restaurant Review



Málà Project

The second location of a popular Sichuan restaurant, Málà Project, just opened in the bustling Bryant Park area. They serve authentic Sichuan cuisine with modern and New York twists featuring Málà Dry Pot.

Jeju Island: Jewel of South Korea

As of the time of writing this article, eyes of the world converge on Winter Olympic and Paralympic Games in Pyeongchang, South Korea. But instead of introducing the hot spot, this month, we take you to the country's prominent resort island. Located about 260 miles away from icy, snowy Pyeongchang, Jeju Island is considered by many to be the "Hawaii of Asia." It has mild weather, breathtaking beaches, great mountain/clave-hiking experiences, and unique historic parks, all nestled in a location easily accessible from the hustle and bustle of big cities like Seoul, Tokyo, Beijing, and Osaka (it's actually a 3-hour flight from Seoul to Jeju).

Although it's only 714 sq. mi., about the size of Maui, Jeju Island has plenty to offer, especially for nature lovers. In fact, Jeju Volcanic Island and Lava Tube are designated as a UNESCO World Heritage Site. What better place for a view than South Korea's highest mountain, **Hallasan Mountain**, a dormant volcano that rises from the center of the island. Hiking up to the peak and back only takes one day and there are different trails going through the moun-

tain's surrounding terraces that will appeal to beginning and expert hikers alike. It's a great way to soak in the natural scenery that Jeju has become famous for. You might even get a chance to see the gourd-shaped **Seongsokmok Lake**. Also notable on the island is 180-meter-high **Seongsae Ichelbong Tuff Cone**, commonly known as "Simsa Peak." It is a ping-pong racket shaped peak formed by hydrovolcanic action 5,900 years ago.

You also have opportunities to walk through the **Mauijogul Cave**, an 8-kilometer-long lava tunnel that houses a unique site called the **Stone Turtle**, which is said to eerily resemble Jeju Island itself. Stay on the lookout for the **Deul Horeubong**, large Moai-like statues that were presumably carved from the basalt that makes up 90 percent of Jeju's surface. Also, if you like to simply relax by nature, go to see **Jeoghang Waterfall** that falls directly



into the ocean and Jungmun Beach, known as the mecca of surfing.

Jeju Island isn't just famous for its natural wonders, the island hosts a unique variety of museums and attractions that allow tourists to explore Jeju's unique history. The **Jeju Folk Village**, for example, presents a vivid and lively exhibition of the island's cultural assets, including a fishing village, a botanical garden, a marketplace, and even an old government building, all from the seventeenth century. You can even watch traditional folk performances and watch craftsmen demonstrate their time-honored techniques. But the one museum that stands out is the **Haerye Museum**, which is dedicated entirely to haerye—literally "ancient women"—female divers. Haerye boldly dive into the ocean to gather shellfish and seaweed with nothing but an iron will and a basket to put their catches in.

Of course, no trip to Jeju Island would be complete without sampling the unique island cuisine. The best place to start would be with sampling the **haek dwonji** (Jagu Black Pork), native to Korea and Jeju Island. Seafood lovers should take some time to try **haechi mulhoe**, also known as "raw cuttlefish water." It is an icy soup of thinly sliced cuttlefish, soybean paste, vegetables, and vinegar. Or if you're feeling really bold, take a bite out of **sau-mukgi**, an octopus dish that you have to eat while the octopus is still alive!



- 1 Recently, water overflowing from Seongsae Ichelbong at rain.
- 2 Dark and empty Mauijogul Lava Tube is one of the popular tourist destinations in Jeju Island.
- 3 Jeoghang Waterfall Water falls directly into the ocean from 23-meter high.



มิชลิน ไกด์ THE MICHELIN GUIDE

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SICHUAN'S MÀLÀ DRY POT 2.0

MÀLÀ PROJECT

If you are a fan of bold, hearty flavors and still not familiar with "Màlà Dry Pot," you should hurry to MÀLÀ Project. Recently opened on the edge of Bryant Park, MÀLÀ specializes in Sichuan cuisine and features this fun and nutritious dish. MÀLÀ Dry Pot is a communal dish, just like a hot pot that's shared among a group of people enjoying their favorite ingredients cooked in the soup. What differentiates the two is that dry pot is a wok-fried dish with your choice of protein. At MÀLÀ, over 40 protein options, and vegetables are cooked over high heat with special sauce, which is coated with 24 kinds of spices and medicinal herbs and cooked for 6 hours, making the dish tremendously nutritious and fragrant. When served, you are instantly uplifted by the wonderful aroma that wafts up to your nose. It is usually recommended to choose 3-5 ingredients, depending on how hungry you are.

MÀLÀ Project is the brainchild of the young entrepreneurs Anika Kang and Ming Ai, and it is their second location after the East Village one that opened two years ago. Kang and Ai, along with Executive Chef Zhang Zhao, upgraded traditional Sichuan dishes to appeal to New Yorkers' palates while maintaining their essence. They of course serve authentic Chinese small plate dishes as well. Both the BP and EV locations create a retro-chic ambience with their brick walls and accents of Chinese-influenced décor. The brand-new BP location offers a business lunch combo, helping diners quickly energize for the afternoon.

MÀLÀ Project

41 W. 45th St., (bet 6th & 7th Ave.), New York, NY 10036 | TEL: 917-658-7630 | www.malaproject.nyc
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Freshly-winked Málà Dry Pot is served in a large bento bowl to be shared with friends. You can choose proteins from five different bowls, ranging from lean spicy mild spicy spicy to super spicy.

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Entertainment Event / Le sure

Exhibition

March 12-24 FREE

Centuries of Habit: Spineless Techniques in Japanese Art

The Nippon Gallery

For New York Area Week 2016: Orientation Gallery and Oriental Treasures: Now exhibiting in the Nippon Gallery "Centuries of Habit" refers to both the objects in the cabinet and the related techniques of the artists who crafted them, focusing on wood-born sculptures and occasional objects, including objects on artwork, paintings and textiles. The display will celebrate the intense observations of nature that led to remarkable nature or unique stylizations of the range of the natural kingdom: flora, animals, birds and insects. In conjunction with this exhibition an illustrative lecture by Helen Emsell, Director of Japanese Art at the Los Angeles County Museum of Art, will take place on later 19.

Location: NO 136 St., 2nd fl. & 3rd fl. New York, NY 10019
TEL: 212/465-2022 / www.nippongallery.org

Through March 31

Imagination - Contemporary Japanese Collection from Sato Sakura Museum
Sato Sakura Gallery

Contemporary Japanese Lacquer paintings using mixed-

media-based pigmented specialty gallery. Sato Sakura Gallery New York is currently holding an exhibit featuring works from the Sato Sakura Museum collection, with the central focus being the artwork as depicted in imaginary worlds painted by the artists. Adored throughout Japanese culture, the sakura has inspired in countless pieces of literature and works of art dating back to ancient times. In this summer when people yearn for the coming of spring, this exhibition used to you to experience the colorful world of contemporary nihonga.
Location: 301 W 26th St, (2nd & 3rd Ave.), New York, NY 10011
TEL: 212/467-2728 / www.satosakura.com/ny/ny_eh.html

Performance

March 4

His 50th Birthday in Kyoto/Shimada 25th Anniversary Concert

New York based koto and shamisen performer, Mitsuo Miyagi will celebrate his 50th career anniversary. For this occasion, he will have a concert with special guests: John Espartero (shakuhachi player) and Miki Tokura (dancer), and perform both classical and contemporary Japanese and the Western music, improvisational collaboration with shakuhachi, born generation and guitar and the ensemble with 15 koto players. The concert will be



MCD by Mr. Kenji Kaga, member of FDI. Also, after the concert, there will be a pop-up session in the concert venue that allows the audience to actually play koto and shamisen.

Location: Shree Center for the Creative Theater

17 Bowler St., 2nd fl. (Bowling & 2nd St.) New York, NY 10012

TEL: 212/425-2813 / www.shreecenter.org

Info: www.mitsumiyagi.com

TEL: 444-437-7074 (Nippon)

March 4

7th Annual Memorial Service for Japan's Tsunami and Earthquake Victims

TOGETHER FOR 3.11 / Performance for Japan

TOGETHER FOR 3.11 is a community organization that was formed to help the survivors of the Great Tohoku Earthquake and Tsunami in 2011. Seven years have passed, and the organization continues to help the displaced families who still cannot return to their former homes and are also helping survivors from the disaster. TOGETHER FOR 3.11 is dedicated for Japan will be hosting the 7th annual memorial service on the First Church of Christ and will feature various keynote speakers including current Ambassador to the United States, Ambassador to Japan in New York and for Ambassador Mr. Mutsaers of Japan, The Circle World Boys & Girl Choir will perform music, Admiration in love but donations are suggested. All proceeds will be used to support relief efforts in earthquake Japan's affected areas. No reservation is required. Equipped with a space for students with small children are welcome.

Location: First Church of Christ

10 W 46th St. (at Central Park West) New York, NY 10012

TEL: 212/246-0121

March 11 FREE

Salon Series No. 41 "For Future Generations" Sackyo Ho & Company

The theme of Salon Series is series of lecture/workshop/performance for cultural understanding through Japanese performing art in the 20th year season is looking to future generations of traditional performing arts. Salon Series 41 will present a workshop for children (5-10 years old) for the first time in its series. Children will

Event Feature

March 14-17

Japan Week 2018 Features 3-D Trick Art

Organized by Japan National Tourism Organization (JNTO), Japan Week is a promotional tourism event in New York City which celebrates Japan as a person's travel destination. Free and open to the public, visitors

are invited to discover exciting locales all across Japan and to experience Japanese culture on site. This year the centerpiece of the event will be 3-D Trick Art, an optical illusion art that encourages people to step into the art and take pictures within it. There will be multiple illusion art pieces you can enjoy taking truly-worthwhile photos in various travel destinations in Japan without really going there!

Location: Yasukuni Hall at Grand Central Terminal

www.jpntravel.org [Facebook](https://www.facebook.com/jpntravel.org) [Instagram](https://www.instagram.com/jpntravel.org) [YouTube](https://www.youtube.com/jpntravel.org)

ture how to express the beauty of flowers with a dance fan. Also at the lecture and workshop, the ensemble of Seichu He and Company will perform traditional Japanese dances.

Instructor: Dori Okamoto-Ishizuka

42M W Club St., (bet 56 & 60 Ave.) New York, NY 10011

Info: www.doripapan.com/ TEL 212 429-8205

March 13

Shamisen (Sword Chime) Concert

Akita Tase & Ensemble

Inspired by the Japanese-American jazz musician Akita Tase, and inspired by the coverage of the communities still rebuilding after the Great Earthquake and Tsunami of 2011, Shamisen Enthusiasts is to raise awareness and bring special relief to those communities. Inspiring beautiful Japanese melodies with a jazz flavor, Shamisen will hold a series of concerts around the 7th anniversary of the disaster, including one at Goo's Club Coca-Cola at Unilever Center. The group members include Art Institute, Mizuno Koushi, and Norio/Ken/Keiko. Proceeds from all donations go to support the group's annual charity tour in Tokyo.

Instructor: Akita Tase, Goo Club at Unilever Center
Unilever Center at 40th St., 56 St., New York, NY 10013
Info: www.shamisenusa.com/ www.akita-tase.com/
 TEL: 606-227-1292

March 16

Aya Ishida Jazz Live

Pinkie Kneels Band

Aya Ishida is a New York based Japanese jazz vocalist and composer. Captivating audiences hearts with a soulful voice and an evocative heartfelt performance, she will be performing her original songs, jazz standards and Bossanova with her arrangements with Aya's 5-piece band Pinkie Kneels. There will be three performance sets. There is no cover charge, however, the venue is a popular Broadway restaurant, so table reservations are recommended.

Instructor: Aya Ishida, 301, 3rd Ave. N.Y. 10017
TEL: 212 955-4940 / www.ayaisida.com/



using live musicians (jazz duo/ trio). From jazz guitar and Columbia Guggenheim Instrumental Ensemble of New York. They perform classical pieces as well as contemporary compositions by Toshiharu Mikosawa, Hiroshi Matsui, and Toshihiro Koyama. Online registration recommended.

Instructor: Akira Ito, Columbia University

260 Broadway (at 53rd St.) New York, NY 10007

TEL: 212-434-7003 / www.mcdm.org/mcdm/lectures

Lecture/Workshop

March 2

Japanese Tea Ceremony for Beginners

ITO EN/Chikara

A Japanese Tea Seminar for Beginners will be held in Chikara, an event space located inside Chikara Teichu in the East Village. This class is provided by tea company

ITO EN, and will be led by executive officer Rens Tsun. Executive VP of Corporate Relations at ITO EN (North America) Inc. She will discuss the history of tea and show how to prepare it. Participants will enjoy five different types of tea and receive a complimentary set of tea from ITO EN and Wajigashi (Japanese sweets) prepared by Ms. Tomoko Yagi, owner of Chikara. The class is limited to 40 members.

Instructor: Rens Tsun, ITO EN
3rd Fl., New York, NY 10003 / www.chikara.org/en/ken-event
Info: www.chikara.org/en/ken-event



March 23-26

Saving School for Pre-Kidergarten and Parents Friends Academy of Japanese Children's Society
 Friends Academy will hold a spring school for pre-kindergarten students and their parents for 3 days from May



Happenings Features

Japan Textile Salon in NYC

Japan External Trade Organization (JETRO)

On Jan. 17th, in association with the Japan Fashion Week Organization, the Japan External Trade Organization (JETRO) held its first Japan Textile Salon in New York. It featured 22 of Japan's leading textile companies and the goal was to support the cultivation of overseas markets for Japan's textile industry with its high quality, high creativity and technical strength. The spring/summer trends for 2013 are the focus of Moon Night Color and Stretch Lab. Moon Night Color is an image of aquatic scenery that inspired a dinner on a moonlit night, experiencing an extraordinary adventure

and offering of a boundless oceanic universe. Stretch Lab showcases creative considerations of how we live, by focusing on reflecting comfort and ongoing disputed between mental stress and living sustainably and one with nature. Each theme has sustainability as a keyword, using environmentally conscious materials like sustainable silk and cotton that has a better life cycle.

Info: www.jetro.or.jp/en/usa



"All Japan" Booth at the New York Times Travel Show **Japan National Tourism Organization & JTB USA**

At this year's New York Times Travel Show held from Jan. 25-26, a variety of Japanese organizations came together to create a joint booth called "All Japan" under the auspices of the Japan National Tourism Organization (JNTO) & JTB USA. Participants came from Japan and the U.S. and included Japanese travel agencies, Japanese hotels, ANA, East Japan travel company, Central Japan railway company, and local government organizations. Many events were held, such as a stage performance at the Aza stage sponsored by the Mie Prefecture Tourism & Naga Museum of Igayama booth. At the Senri City booth, an American house specialist was invited from OC to help

promote tourist tourism. The Gifu Prefecture Tourism Bureau booth displayed the historical stages of the new Japanese diplomat, Ito Seigoro. The Osaka Sanki's storehouse, part of the JNTO booth was held, and a Japan/China/Korea jewelry hold strong rally was also one of this year's first sales.

Info: www.jnto.go.jp/ www.jtb.com



March 21 FREE

Concert: Stories of the Japanese Music Heritage

BMJS-Japanese Cultural Heritage Initiative

BMJS, Japanese Cultural Heritage Initiative of Columbia University presents its annual spring concert focusing on Japanese heritage instruments in celebration of its 50th anniversary. Performances include Mayumi Miyata (koto), Hiroshi Nakamura (shamisen), Takashi Saitama (kyuzi), Hidetoshi Hayashi (shamisen), Yumi Kurokawa (koto).





21-29 Casual eatery includes cooking, karaoke, crafts, sensory drama, playing games with food, gestures songs etc. Each session will be 15 min-1.30 hrs and open to children ages 1 year-7 months up to 3 years old. You can register daily and are not necessarily required to attend the whole duration. These slots would should contact the email address below by Mar. 12
Location: 310 W. 14th St., (bet West End Ave. & Riverside Dr.)
New York, NY 10015
EL: 212-425-8325 / For registration: karate.splendid@gmail.com

Lucky Poke Bowl of Lanielaire

Image
 Lanielaire Squire, casual Japanese home-style dining is offering a special weekday lunch to its customers until the end of March. 29-30 to go Poke Bowl is made daily and can well be a Lucky Poke Bowl with special toppings. For example, if there is usually one small scoop of salmon, now this particular bowl will have multiple extra scoops. Poke Bowls of sushi normally go for \$12, but this Lucky Poke Bowl will have a value equivalent to \$30. Good luck finding it on the shelf!
Location: 29 E. 12th St., (bet Broadway & 3rd Ave.)
New York, NY 10003 / EL: 646-326-1096



clients to designed ngs and make hair look more "beauty felt". This offer is available weekdays through Mar. 31, and while making a reservation mention the stylist you want and that you saw this promotion in *Chopsticks NY* magazine. 333 W. 14th St., (bet. Broadway & Washington St.)
New York, NY 10019
EL: 212-647-9322
www.gardenofepens.com

1550 8th Japanese Straightening Salon

Image
 The Upstream barbers of Tokyo's Shizuoka Hair Salon is now introducing a new stylist, Akemi Mages. As a promotional campaign, they are offering Japanese Straightening Salon with Akemi for \$250 (\$300-\$400) until the end of March. The offer is only valid for first-time customers. Mention that you're a *Chopsticks NY* Magazine reader when you make an appointment.
Location: 151 E. 2nd St., (bet. 2nd & Livingston Ave.)
New York, NY 10002
EL: 212-257-8322
akemi@shizuoka-hair.com
shizuoka-hair.com
www.shizuoka-hair.com

Happenings

10% Off Dinner for Chopsticks NY Readers

Image
 Sichuan cuisine specialty restaurant, Deng Chinese is offering a 10% discount from your dinner order (excluding peria menu and drink) exclusively for *Chopsticks NY* readers. Some of Deng's popular items include: Stirred Pork Belly with Chili Garlic Soy and Sesame Noodle Tossed with Spicy Asian Chili, both of which represent the authentic and spicy Sichuan style. They also serve hot pot dishes (soup and soup bowl) that are perfect for warming you up to the core. Don't forget mentioning *Chopsticks NY* to enjoy the discount offer.
Location: 254 W. 4th St., (bet. Broadway & 4th Ave.)
New York, NY 10014
EL: 212-263-0428 / www.dengchinese.com



"HAKKARA, NITE" featuring New Sake-based Yaku and Mama Liquors

Image
 During the whole month of March, Japanese style yaku into barbers house, Yaku into Futaba hosts a "HAKKARA, NITE" serving brand new liquor "Hakara" for a special discount price of \$10 (Reg. \$15). Hakara is a series of sake-based fruit liquors made by blending Unkaiyado's genuine sake with rice of rice and orange peach respectively. Hakara Yaku and Hakara Mama can be enjoyed on their own, on the rocks, and as cocktail mixer.
Location: 17 W. 14th St., (bet. 5th & 6th Ave.)
New York, NY 10011
EL: 212-620-0225 / www.hakarausa.com / www.futaba.com

March promotion: 20% off Eat and Eatout GARDEN NEW YORK

West Village Japanese bar, eatout GARDEN NEW YORK is offering new customers a 20% discount on food (Reg. \$30-lyles items touch-in Reg. \$15). Stylist Takashi says, "Even if you only ate the ramen, it looks like you tried your whole heart." We help



Happenings Features

Asia's Popular Beer Brand hosted Info-taining Lunar New Year Tiger Beer

Tiger Beer, hugely popular beer brand in Asia, hosted a Lunar New Year celebration event on Jan. 31st at Glenview, Taiwan—located on historic Goyen Street in downtown New York City. During the event, Tiger Beer sells 14 billion bottles, meaning 11 bottles per second. While enjoying the "flow of the Bay" through an interactive experience teaching the holiday's timeless traditions, the event was exciting and fun-filled while very educational, especially for those who are not familiar with the culture. Participants were able to see the Lion

Dance performance, try the strategic game of Mahjong, get to know about the customs of the lantern festival and sample gift-giving as well as sample signature Lunar New Year dishes with modern twists and try to catch Tiger Beer as well as enjoying "beach"—the Singer Lunar Tiger Show, developed by Ken Le Kwok, Beverage Director of Chinese Taipei, is a knock-out drink.
Info Tain Tain: www.tigertain.com
Location: Glenview, Taiwan 2025, New York, NY 10022
www.tigertain.com

Reflecting Rhythms: From Taiko to Top – Kazunori Kumagai and Kaoru Watanabe – Japan Foundation/Asia Society

Unique collaboration of tap dance and Japanese traditional taiko drumming performance, claimed audience is the Asia Society on Feb. 2. Presented by the Japan Foundation and Asia Society, this was the first collaboration of these New York-based internationally acclaimed artists who explore traditional art forms and innovative experiences. Kazunori Kumagai, tap dancer known as "Japanese Gregory Hines" and

Kaoru Watanabe, former performer and the artist's director for prestigious Kodo for nearly a decade, performed both traditional and contemporary tunes as well as improvisational and experimental pieces that tap dancing beats and rhythmic sounds of Japanese instruments created.
Location: Asia Society
255 Ave. Ave., (at 70th St.) New York, NY 10022



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Cut \$80 + **Perm** \$90 = **\$125** Reg. \$170



*For first time customers only. Mention this ad when you make a reservation.

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